

DAYPART SUMMARY

#1=SHREVEPORT
#2=MEMPHIS
#3=SPRINGFIELD, MO

383,610
667,890
410,930

NSI AVERAGE WEEK ESTIMATES

LITTLE ROCK-PINE BLUFF, AR

AVERAGE WEEKLY CUME						STATION TOTALS (000)																												DAYPART SUMMARY
CUR MET HH %	CUR DMA HH %	MAY '08 STAT TOTAL HH (000)	DMA			DAYPART TIME STATION	HH	PERSONS			WOMEN							MEN					TEENS		CHILD									
			PER	WN	Q/D			2 +	18 +	12- 24	18 +	12- 24	18- 34	18- 49	25- 49	25- 54	50 +	W K G	18 +	18- 34	18- 49	25- 49	25- 54	12- 17	GIRLS	2- 11	6- 11							
			52	53	54			55	56	57	58	59	60	61	65	66	67	68	69	70	72	73	74	75	76	78	79	81	82	83	84			
4	5		4	4		SUN.-SAT. 8:00P- 10:00P (CONTINUED)																												
6	6		4	6	1	FXNC																												
8	7		5	6	1	HALL																												
8	7		5	4	1	HGTV																												
5	6		3	5		HIST																												
7	8		1	1	7	LIF																												
6	7		5	4	1	NICK																												
9	8		6	6	2	SFI																												
8	6		4	5	2	SPK																												
12	11		8	5	2	TBSC																												
	10		3	3		TLC																												
	5		2	3		TNT																												
9	10		8	8	4	TVL																												
96	94		88	91	86	TWC																												
						USA																												
						H/P/T.*	176	252	233	29	140	19	30	68	55	70	72	64	93	20	48	42	52	10	6	8	5							
						SUN.-SAT. 10:00P- 10:30P																												
21	21	123	16	18		KARK	40	54	53	2	30	1	3	11	9	13	19	11	23	1	9	9	11											
3	2	13	2	2	1	KASN	4	5	4	1	2			1	1	1	1	1	1	1	1	1	1											
32	29	175	22	25	4	KATV	62	84	82	4	49	3	7	16	14	20	32	22	34	6	12	11	15	1		1	1							
	2	15	2	2		KETS	2	2	2		1					1	1	1	1															
		3				KETS+	4	6	5	1	3			1	1	1	2	1	2		1	1	1											
		1				KKAP	1	1	1																									
		6				KKYK	1	1	1		1						1																	
9	10	55	7	7		KLRT	13	18	18	3	10	1	2	5	4	5	5	5	8	3	6	4	5											
33	28	158	22	25	4	KTHV	54	80	77	6	47	4	8	24	21	25	23	20	30	5	13	11	15	1		3								
		4	1	1		KVTN	<<																											
			1	1		KWBF	1	1	1										1															
			1	1		AEN																												
			1	1		CMD																												
			1	1		CNN																												
			2	1		DISC																												
			1	1	2	DSNY																												
	5	5	3	1	1	ESPN																												
			1	2	2	FAM																												
			1	1		FOOD																												
			1	1		FX																												
			1	1		FXNC																												
			1	1		HALL																												
			2	3		HGTV																												
			1	1		HIST																												
3	2		1	2		LIF																												
			1	1	1	NICK																												
4			1	1		SFI																												
			1	1		SPK																												
			1	1	1	TBSC																												
			1	2		TLC																												
7	7		4	3	1	TNT																												
			2	2		TVL																												
			3	4		TWC																												
87	84		72	75	22	USA																												
						H/P/T.*	181	250	242	17	142	10	20	58	50	66	84	61	100	16	43	37	48	3	2	4	1							
						SUN.-SAT. 9:00A- MID.																												
84	81	380	50	55	18	KARK	21	27	28	2	18			6	5	7	10	5	10	1	4	4	5	1		1								
26	22	126	16	18	9	KASN	5	6	5	1	3	1	1	2	2	2	1	1	2	1	1	1	1											
72	66	415	55	61	20	KATV	30	37	36	2	24	2	4	9	7	11	15	9	12	2	4	4	5	1		1								
15	13	72	7	9	6	KETS	2	2	2		1						1	1	1															
15	15	106	9	11	8	KETS+	3	3	3		2						1	1	1															
3	2	14	2	2		KKAP	<<																											
12	10	59	7	7		KKYK	1	2	2		1						1		1															
60	55	314	48	51	23	KLRT	13	19	17	3	10	2	3	6	4	5	4	4	8	2	5	4	5	1	1	1	1							
72	68	403	57	63	24	KTHV	27	36	34	3	22	2	3	9	8	10	12	8	13	2	6	5	6	1	1	1	1							
8	6	34	4	5	2	KVTN	1	1	1																									
13	13	72	9	9	2	KWBF	2	2	2		1								1															
15	15		11	12	2	AEN																												
11	9		7	7	1	CMD																												
16	14		10	10	1	CNN																												
14	14		11	8	5	DISC																												
15	13		5	6	25	DSNY																												
19	16		11	7	4	ESPN																												
16	14		9	12	10	FAM																												
17	15		11	13	3	FOOD																												
11	10		7	6	2	FX																												
11	13		10	9		FXNC																												
13	14		10	13	2	HALL																												
17	15		11	14	2	HGTV																												
13	14		11	8	2	HIST																												
17	17		11	15	2	LIF																												
15	15		5	6	35	NICK																												
13	12		8	7	3	SFI																												
14	14		11	8	3	SPK																												
17	16		13	12	5	TBSC																												
52	53	54	55	56	57		58	59	60	61	65	66	67	68	69	70	72	73	74	75	76	78	79	81	82	83	84							

For explanation of symbols, see page 3.

DAY PART SUMMARY

#1=SHREVEPORT
#2=MEMPHIS
#3=SPRINGFIELD, MO

383,610
667,890
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NSI AVERAGE WEEK ESTIMATES

LITTLE ROCK-PINE BLUFF, AR

AVERAGE WEEKLY CUME						STATION TOTALS (000)																								DAYPART SUMMARY
CUR MET HH %	CUR DMA HH %	MAY '08 STAT TOTAL HH (000)	DMA			DAYPART TIME STATION	HH	PERSONS			WOMEN							MEN					TEENS		CHILD					
			PER	WM	CHD			2 +	18 +	12- 24	18 +	12- 24	18- 34	18- 49	25- 49	25- 54	50 +	W K G	18 +	18- 34	18- 49	25- 49	25- 54	12- 17	GIRLS	2- 11	6- 11			
52	53	54	55	56	57	58	59	60	61	65	66	67	68	69	70	72	73	74	75	76	78	79	81	82	83	84				
7	7		4	5	6	MON.-SAT. 7:00P- 9:00P & SUN. 6:00P- 9:00P (CONTINUED)																								
8	7		5	7	3																									
5	7		3	2	1																									
6	7		5	5																										
8	6		5	7	1																									
8	6		5	7	2																									
7	8		4	3																										
7	6		5	7	16																									
6	7		5	4	1																									
8	8		6	4	1																									
9	8		6	6	2																									
7			3	5	2																									
11	11		7	5	3																									
6	6		4	5																										
8	10		2	3	1																									
95	94		88	90	72	H/P/T.*	171	251	228	31	136	21	29	64	51	67	72	62	90	19	46	40	50	14	8	11	7			
						MON.-SAT. 7:00P- 10:00P & SUN. 6:00P- 10:00P																								
44	41	239	32	36	10		KARK	28	38	34	5	21	3	4	10	8	11	11	9	13	2	7	7	8	3	2	1	1		
13	11	80	8	8	2		KASN	5	8	6	3	3	1	1	2	2	2	1	2	3	1	2	2	2	1					
54	48	294	36	43	14		KATV	40	53	50	4	33	3	7	14	12	16	18	15	17	4	8	7	9	2	1	1			
8	7	39	5	5			KETS	3	4	4		2			1	1	1	2	1	2				1						
8	9	65	6	7	1		KETS+	6	7	7		4			1	1	1	3	1	3		1	1	1						
		8	1	1			KKAP	1	1	1		1																		
6	6	32	4	5			KKYK	4	4	4		2					2	1	2	2										
49	45	258	39	41	18		KLRT	34	54	48	9	27	7	9	16	12	14	11	12	21	6	13	11	13	3	2	3			
55	52	305	43	47	17		KTHV	51	76	71	8	42	5	7	19	16	21	23	20	29	6	14	12	16	2	1	3			
		26	3	4		KVTN	2	2	2		1						1	1	1											
		33	4	4	1	KWBF	2	3	3					1	1	1	1	1	1		1	1	1							
8	8		7	8	1	AEN																								
			3	2	1	CMD																								
10	9		6	6		CNN																								
9	9		7	5	3	DISC																								
8	6		2	2	12	DSNY																								
12	11		7	5	3	ESPN																								
9	9		5	7	7	FAM																								
9	8		6	8	3	FOOD																								
			3	3	1	FX																								
5	7		6	5		FXNC																								
7	8		6	8	1	HALL																								
10	8		6	8	2	HGTV																								
7	7		6	4	1	HIST																								
8	9		5	7		LIF																								
7	7		2	2	17	NICK																								
8	9		6	5	1	SFI																								
10	10		7	5	1	SPK																								
10	10		7	8	3	TBSC																								
9			5	6	2	TLC																								
13	12		8	7	3	TNT																								
6	7		5	5		TVC																								
			3	3	1	TWC																								
11	12		8	9	4	USA																								
97	95		89	92	74	H/P/T.*	171	246	226	29	136	19	28	64	52	67	72	61	90	19	45	40	50	11	7	9	6			
						SUN.-SAT. 8:00P- 10:00P																								
38	35	208	26	30	8		KARK	28	39	35	4	22	3	4	11	9	11	11	9	13	2	7	7	8	2	1	1			
10	8	45	6	6	1		KASN	4	7	5	3	3	1	1	2	1	2	1	1	2	2	2	2	2	1					
47	41	252	30	37	10		KATV	40	53	50	4	32	3	8	15	13	16	17	16	18	4	8	8	9	2	1	1			
6	5	28	3	4			KETS	4	4	4		2			1	1	1	1	1	2		1	1	1						
6	7	46	4	5	1		KETS+	6	7	7		4			1	1	1	3	1	3		1	1	2						
		3	1	1			KKAP	1	1	1		1																		
6	5	28	4	5			KKYK	4	5	5		3					1	3	1	2										
44	39	223	33	36	15		KLRT	35	54	50	9	28	8	9	17	12	15	11	12	22	6	13	12	13	2	2	1			
45	43	250	38	39	10		KTHV	54	81	76	9	45	6	8	21	17	23	24	22	31	6	15	12	17	2	1	1			
		17	2	3		KVTN	1	2	2		1						1	1	2											
		27	4	4	1	KWBF	3	4	3		2			1	1	1	1	1	2		1	1	1							
6	7		5	6	1	AEN																								
			3	2	1	CMD																								
9	8		6	6		CNN																								
7	7		6	4	3	DISC																								
7	5		2	2	10	DSNY																								
12	10		6	4	3	ESPN																								
7	7		4	6	6	FAM																								
7	6		4	5	2	FOOD																								
			2	2	1	FX																								
52	53	54	55	56	57	CONTINUED..	58	59	60	61	65	66	67	68	69	70	72	73	74	75	76	78	79	81	82	83	84			

For explanation of symbols, see page 3.

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